

8 MAR 1979

MEMORANDUM FOR: Deputy Director for Administration

FROM : B. DeFelice
Acting Director of Personnel

SUBJECT : Office of Personnel Report --
Week Ending 7 March 1979

1. Evaluating on Advertising Copy: Mr. Allen Falcone, president of our advertising agency, reports that the initial response to the focus group sessions recently held in New York City to evaluate advertising copy designed to attract DDO Career Trainees was "overwhelming." The New York City response has shown substantial resentment towards the Federal government and CIA. Focus group sessions were to be conducted only in New York City and Chicago but, because of the New York City responses, the research firm will also conduct focus group sessions in Philadelphia (at no extra cost to us) in order to get a better balance in their responses. Mr. Falcone cautions against reading too much into the early responses to the research. He said, however, that it is evident that appeals to patriotism in our advertisements do not attract those in whom we are interested. The final results of the research project should be in our possession by the end of March. (U)

25X1A 2. Mini-Conference - Recruiters: A mini-conference for recruiters based in the West was held in Los Angeles on 26 and 27 February 1979. The recruiters were updated on recent changes and discussions were held on several key topics, including DDO CT recruitment efforts and communications between Headquarters and the field offices. Management training videotapes highlighting the differences in the outlook of various age groups were shown as was an anti-CIA film starring [REDACTED]. The video presentations were very well received by the recruiters. (U/AIUO)

25X1A 3. Hispanic Recruitment: [REDACTED] our Southwest recruiter, is attending a Career Day at Pan American University in the Rio Grande Valley today, 8 March. The university is predominantly Hispanic. [REDACTED] is conveying information on job opportunities in CIA to approximately 125 students and university personnel. (U)

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4. Survivor Annuities: As of this date, 135 children of deceased CIARDS annuitants are receiving survivor annuities. Of these, 49 are students between the ages of 18 and 22; 82 are under 18 years of age; and four are disabled survivors over 18 years of age. (U/AIUO)

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(S)

6. Blood Day Health Fair: A Blood Day Health Fair was held in the J Corridor of the first floor of Headquarters Building on 5 and 6 March. Pamphlets concerning the Blood Program were distributed and representatives from Personal Affairs Branch were available to answer questions. A total of 158 units of blood was donated on Tuesday, 6 February 1979. (U)

7. Educational Aid Fund: To date, 120 sponsors have requested Educational Aid Fund applications. Eleven partial application packets have been returned. (U)

8. Suggestion Box: One suggestion was received this week. It was forwarded to Logistics Services Division, Office of Logistics, for reply. The total number of suggestions received since the program began on 15 June 1977 is 70. (U)

9. Rehired Annuitants: See attached report. (S)

COMING EVENTS:

(1) Military Reserve Meeting: A guest speaker from the U.S. Navy will talk on the subject "Current Issues Facing the Navy" on Monday, 12 March 1979 at the Agency's Military Reserve meeting. The meeting will be conducted in the auditorium and will start at 1745 hours. (U/AIUO)

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(2) APP: Continue with the APP analysis. (U/AIUO)

(3) Regulation and Handbook Revisions: Continue with cleaning up the Regulation and Handbook revisions. (U)



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Att

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EA-D/Pers/[REDACTED]:dmw (7 Mar 79)

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WEEKLY REPORT OF REHIRED CIVILIAN ANNUITANT ACTIVITIES
FOR THE AGENCY (28 February - 6 March 1979) (U)

1. The following rehired civilian annuitant cases were approved as new hires by the Deputy Director for Administration:

DDO

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- Independent Contractor, SE Division, effective 27 February 1979.
- Independent Contractor, EA Division, effective 8 February 1979. (S)

new rehired civilian annuitant case was approved as a Director of Personnel:

DDO

- Independent Contractor, DCD, effective 1 March 1979. (U)

exte rehired civilian annuitant case was approved for Director of Personnel:

DDA

- Independent Contractor, OS, one-year extension. (C)

rehired civilian annuitant cases were terminated:

DDA

- Independent Contractor, OTR, terminated 31 January 1979.

DDO

- Contract Employee, EUR Division, terminated 12 January 1979. (S)

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